Lesson Plan Version 1.0

Course: BAJMC -302-MEDIA MANAGEMENT AND ENTERPRENEURSHIP		
BA(JMC) – 6th Semester	No. of Theory Hours perWeek: 04	-

Course Outcome (CO):

COs for Theory (BAJMC -109): Writing Skills	
CO1	Explain media ownership patterns and media management. (BTL2)
CO2	Demonstrate management skills and leadership qualities. (BTL3)
CO3	Manage media organizations and start-ups. (BTL4)
CO4	Apply marketing skills to promote media products. (BTL3)

Lesson Plan for Theory:

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
	UNIT – I	
1.	Media Organisation: Meaning, Structure and Importance	**Short form**
2.	Media Organisation: Meaning, Structure and Importance	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall
3.	Media Organisation: Meaning, Structure and Importance	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall
5.	Ownership Patterns of Media Organisations	Handbook of Media Management and Economics. Mahwah
6.	Ownership Patterns of Media Organisations	Handbook of Media Management and Economics. Mahwah
7.	Ownership Patterns of Media Organisations	Handbook of Media Management and Economics. Mahwah

8.	Ownership Patterns of Media Organisations	Handbook of Media Management and Economics. Mahwah
9.	Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication	**HMME**
11.	Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication	**HMME**
12.	Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication	**HMME**
13.	Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication	**HMME**
14.	FDI in Indian Media and Entertainment Industry	**HMME**
15.	FDI in Indian Media and Entertainment Industry	**HMME**
16.	FDI in Indian Media and Entertainment Industry	**HMME**
17.	Buffer Class for Revision	
	UNIT II	
18.	Management: Definition, Need and Principles	**MMI**
19.	Management: Definition, Need and Principles	**MMI**
20.	Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination	**MMI**
21.	Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination	**MMI**
22.	Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination	**MMI**

23.	Management: Responsibility, Authority and Accountability	**MMI**
24.	**Buffer Reserved for Revision**	
25.	Management: Responsibility, Authority and Accountability	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall
26.	Management: Responsibility, Authority and Accountability	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall
27.	Leadership: Importance, Needs and Types	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall
28.	Leadership: Importance, Needs and Types	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall
29.	Buffer Reserved for Revision	
	UNIT III	
30.	Establishing a Media Organization or Start Up: Steps Involved	**HMME**
31.	Establishing a Media Organization or Start Up: Steps Involved	**HMME**
32.	Establishing a Media Organization or Start Up: Steps Involved	**HMME**
33.	Human Resource Management: Roles and Responsibilities	**HMME**
34.	Human Resource Management: Roles and Responsibilities	**HMME**

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
35.	Human Resource Management: Roles and Responsibilities	**HMME**
36.	Methods of Revenue Generation by Media Organizations and Start Ups	**HMME**
37.	Methods of Revenue Generation by Media Organizations and Start Ups	**HMME**
38.	Methods of Revenue Generation by Media Organizations and Start Ups	**HMME**
39.	Methods of Revenue Generation by Media Organizations and Start Ups	**HMME**
40.	Managing Cost and Revenue Relationship	**HMME**
41.	Managing Cost and Revenue Relationship	**HMME**
42.	Buffer Reserved for Revision	
UNIT IV		
43.	Marketing Media Products	**MMI**
44.	Marketing Media Products	**MMI**
45.	Media Business: Innovation and Entrepreneurship	**MMI**
46.	Media Business: Innovation and Entrepreneurship	**MMI**
47.	Media Entrepreneurship and its Challenges	**MMI**

48.	Media Entrepreneurship and its Challenges	**MMI**
49.	Emerging Trends in Entertainment and Media Industry	**MMI**
50.	Emerging Trends in Entertainment and Media Industry	**MMI**

Testing Schedule:

Nature of Test	January	February	March	April
Surprise Test (ST)	-	-	ST in any of the Weeks	-
Mid Term Test (MT)	-		-	MT in 2nd / 3rd Week
Class Test (CT)	-	CT1 in any of the Weeks	-	CT2 in any of the Weeks
Supplementary Test (Sp.T)	-	-	-	Sp. T in 1st week
Assignment Submission Schedule	**Assignment-1** is to be submitted One Week after completion of Unit-1 and Unit-2. **Assignment-2** is to be submitted One Week after completion of Unit-3. **Assignment-3** is to be submitted One Week after completion of Unit-4.			